

E-Mail

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To: All Divisions With Pathmark Stores Responsibility

Subject: Pathmark Stores (0522-00-00)

DORAL (all styles) has been added to the Pathmark "Clipless Coupon" Program outlined for WINSTON in my E-Mail letter of July 11. Listed below are details:

- Dates July 30-August 26
- Program \$.20 per pack price reduction taken via scanning on all DORAL brand styles.
- Advertising Pathmark Headquarters to develop and send to all stores prior to start date. Special price announcement pieces to be placed under Doral brand facings on PM UPM by Pathmark Non Foods Personnel.

RJR Sales Accountability

- > Monitor stock levels.
- > Ensure that in-store Clipless Coupon advertising is placed.

If you have any questions, please advise.

Regards,

Nick

G. N. Kuruc, Jr.

DM	TAD	REP
1224	02	
1225	3,5,11	
1226	3,5,6,7,9,10,11,12,13,14,21,22,23,24,25,26	
1229	04,13	
1230	1,2,3,4,5,6,7,8,9,10,11,12,13,15	
PTC	SAM	
ROM	PA	BS
RM	PC	MC
1240	1243	SAM

51855 0762